

TITL vs FTC Market Sample '19

WATER

TITL and FTC WATER DATA REGRESSION

— ALL BRANDS:

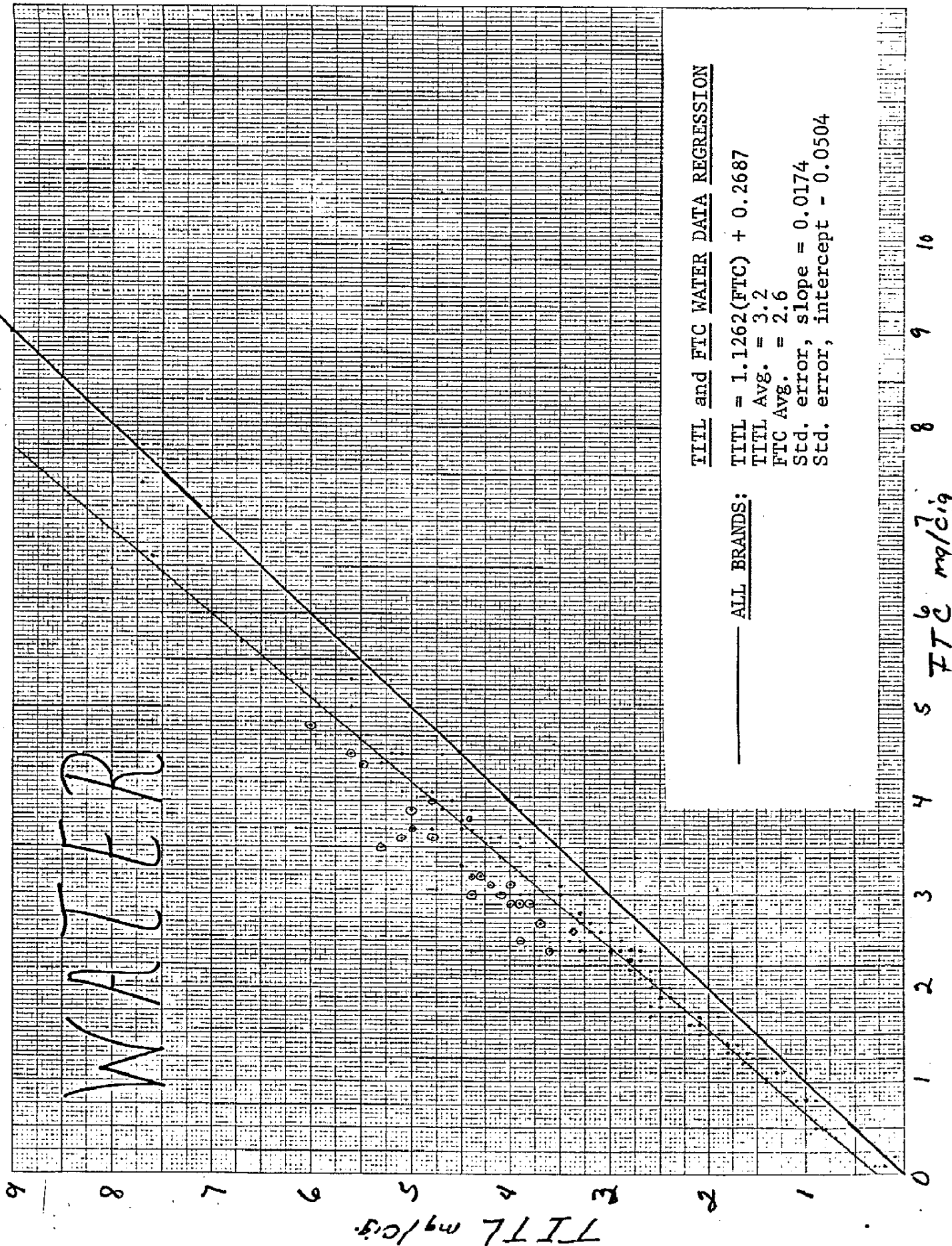
TITL =  $1.1262(\text{FTC}) + 0.2687$

TITL Avg. = 3.2

FTC Avg. = 2.6

Std. error, slope = 0.0174

Std. error, intercept = 0.0504



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